

# Defining the M.O.D. District (Market Oriented Development)

for

## Eastern Market Corporation

Detroit, Michigan

June 1, 2011 (Rev. June 21, 2011)



## Purpose of Today's Meeting

Previous city meetings regarding zoning strategies identified the need to illustrate the vision for the Eastern Market District. The purpose of today's meeting is to present and receive feedback on EMC's re-development vision for the Market District.

## Agenda

- Confirming the Vision
- Retain, Enhance, and Redevelop - Identifying where land use changes will likely occur
- Review the circulation and open space framework
- Five Food-Related areas
- Land use & development opportunities
- Determine zoning strategy



## Vision Refinement

The vision for the district around Eastern Market same as the EMC master plan (**food centric mixed-use**) with a few distinctions:

- Re-zoning strategy that encourages re-use and re-development
- Focus on residential – higher densities, as infill and integrated into all areas of the district.
- Expansion of the Public Market – across Gratiot – to increase presence + link to downtown
- Higher density redevelopment along the Dequindre Cut
- Integration of the Bloody Run daylighting project

Plan Vision ... “create a **vibrant and diverse urban district in Central Detroit** whose heart remains an even stronger Eastern Market” *EMC Economic Development Strategy*





## Retain, Enhance and Redevelop

- Planning step that explores the integrity, strength and suitability of existing land uses
- Identifies areas most poised for change
- Helps us focus land use and zoning modifications – whether it is land use or land use + form + density.



## Retain

A land use/area that is currently functioning well and should be encouraged to continue to have a presence in the M.O.D. district.

These are resources or uses that are actively being used, are successful and support the community.

These include:

- The Public Market
- DEPSA
- Wolverine – Food Processing
- Lofts
- Church
- School (DEPSA)

*Caution: Too much of some of these uses would not support the vision of a vibrant mixed use Market Oriented District. Controls on size, scale and area should be considered.*





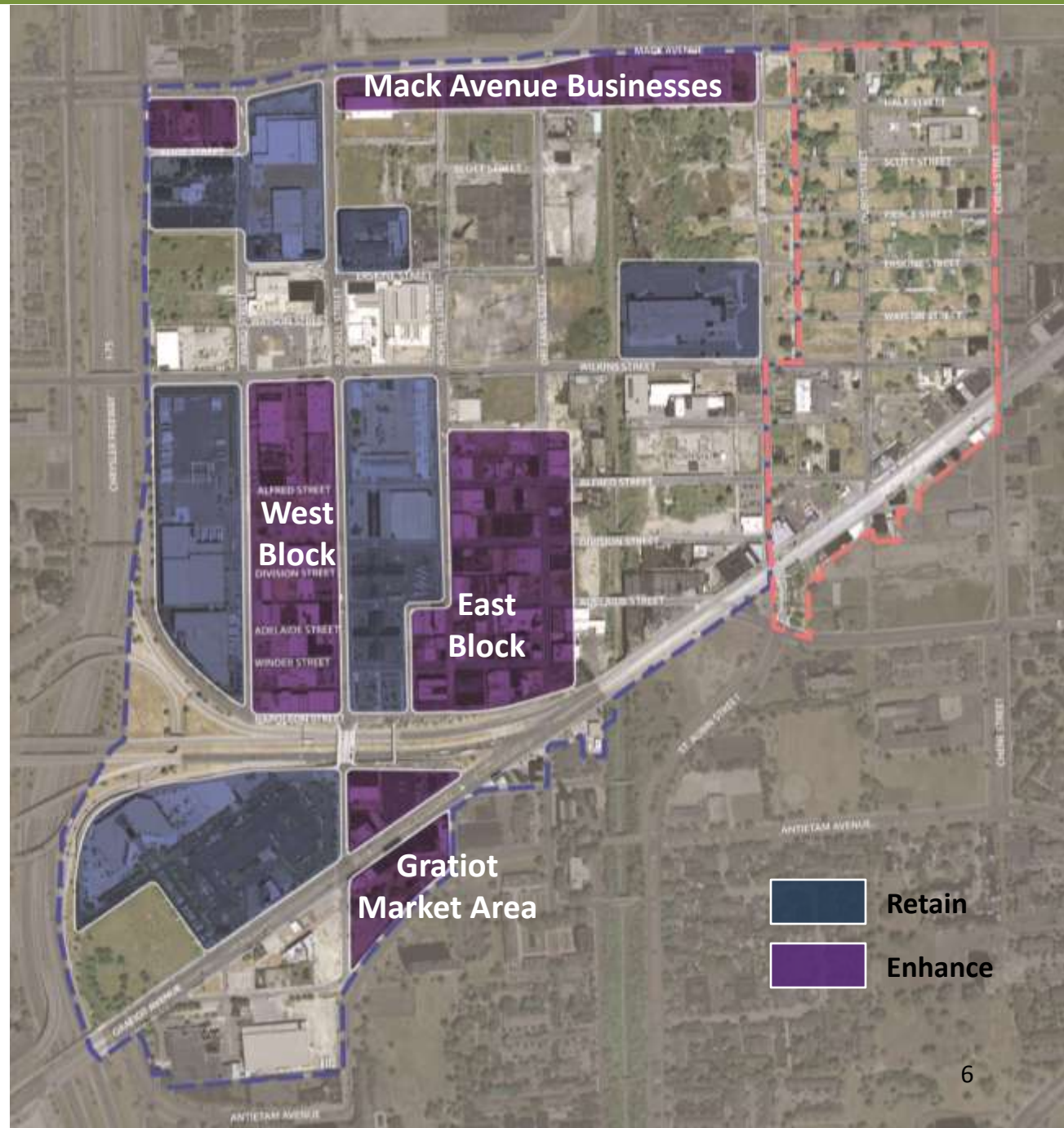
## Enhance

Land use areas (not single parcels) that are fundamentally sound but are under-utilized and could be optimized or improved.

Could include changes in height, density and placement standards, encourage accessory land uses and adjacent pedestrian and vehicular improvements

These include;

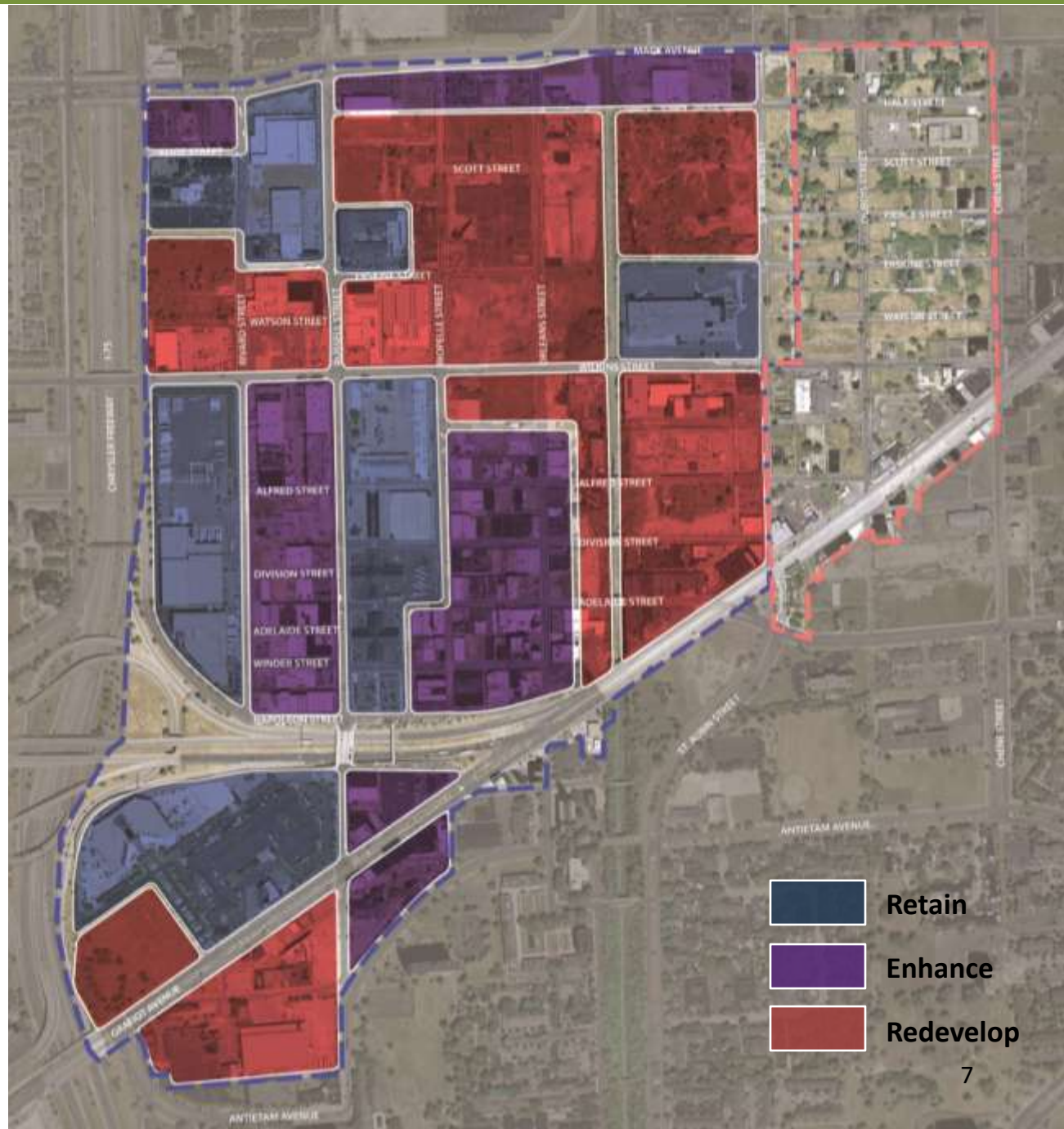
- East and west blocks adjacent to the Market
- Gratiot Market Area
- Mack Avenue – auto oriented businesses



## Redevelop

Blocks/parcels that are currently vacant, and/or buildings that are vacant or could be repurposed to better support a mix of uses envisioned in the M.O.D. district.

These include the parcel/blocks identified in red on the plan.





## Circulation Framework

Land use and zoning standards need to respond to circulation, visibility, the open space system.

Gateways – regional + local: high visibility, first impression – priority development and enhancement zones.

### Signature Corridors

- Russell: this street will continue to serve both wholesale and retail functions of the district.
- Wilkins: envisioned as a greenway corridor linking Mid Town loop to the Cut. Transition to a ped. oriented, walkable street .
- Division: Out of towners access to the market (and deck)





## Open Space Framework

Open space and recreation areas were not a valued part of the district's manufacturing history.

The open space system will be integrated into the district to support the new mix of uses – including residential.

### Highlights

- Midtown Greenway
- Market Trail
- Market Plaza
- Dequindre Cut
- Market Garden
- Bloody Run Trail Head
- Division St. Water Feature



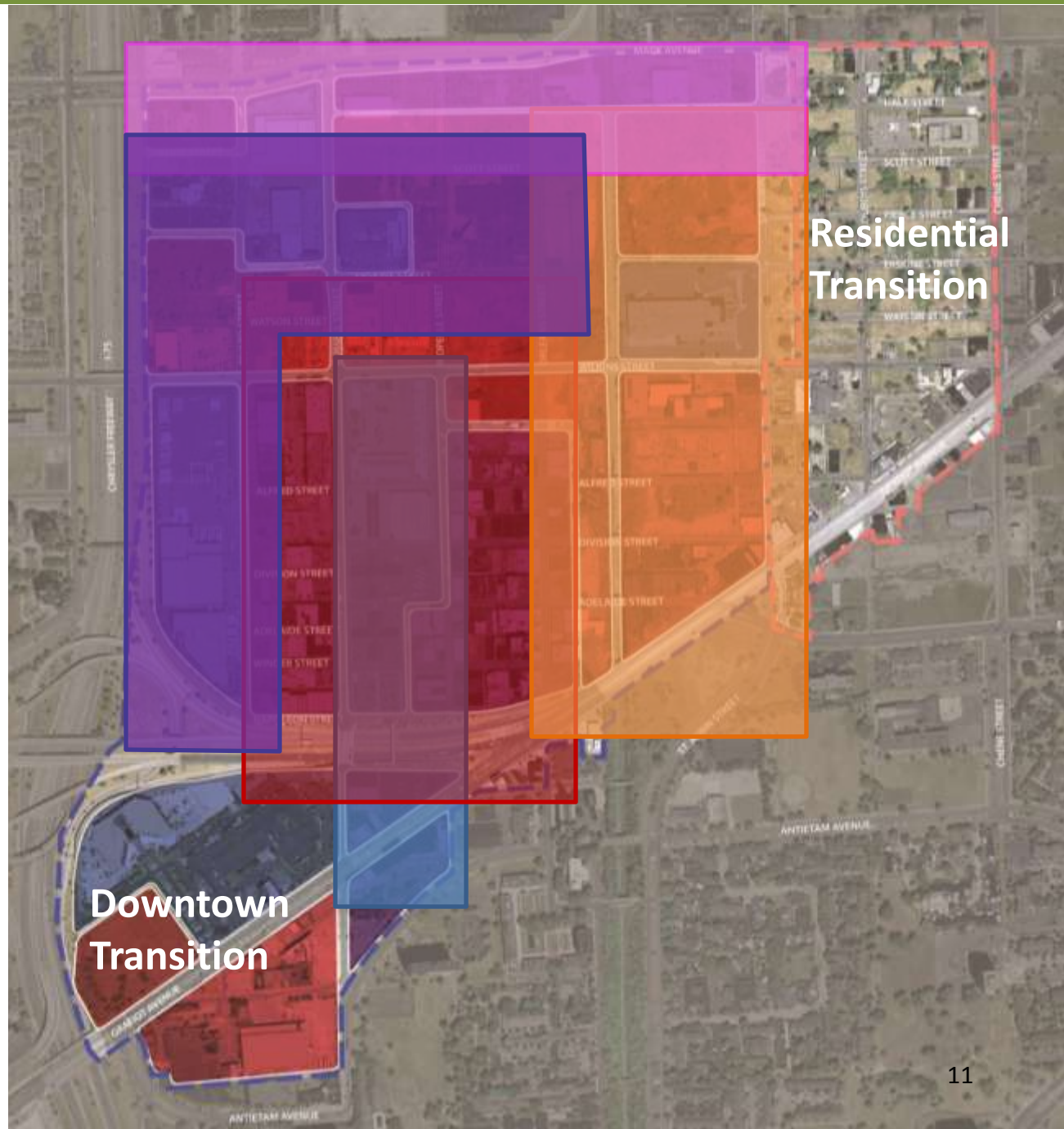




## Land Use Areas (cont.)

Five Distinct Areas all about food!

1. Public Market Core
2. Food Centric Market Neighborhood
3. Mack Avenue Oriented Businesses
4. Mixed-Use at the Cut
5. Warehouse District
6. Residential Transition
7. Downtown Transition



LAND USE DESIGNATIONS FOR "MARKET ORIENTED DEVELOPMENT"											
	EXISTING ZONING CLASSIFICATIONS (Per City of Detroit)						PROPOSED LAND USE AREAS				
	R3 - Low Density Residential	B2 - Local Business & Residential	B4 - General Business	B6 - General Services	M3 - General Industrial	M4 - Intensive Industrial	PUBLIC MARKET CORE	FOOD CENTRIC MARKET NEIGHBORHOOD	MACK AVE. ORIENTED BUSINESS	MIXED-USE AT THE CUT	WAREHOUSE DISTRICT
<b>RESIDENTIAL USES</b>											
Assisted living facility								<b>1. Encourage generation diversity w/ senior living</b>			
Convalescent, nursing, or rest home											
Loft (Non-residential use converted to residential)			*	*	*						
Mobile home park											
Multiple-family dwelling											
Religious residential facilities	*			*				<b>2. Encourage density w/ multi-family (incl. lofts) by right</b>			
Residential use combined with permitted commercial uses				*							
Rooming house											
Single-family detached dwelling								<b>3. Exclude single family or townhouse</b>			
Single-room occupancy housing, nonprofit											
Town house											
Two-family dwelling											

**NOTES / LEGEND:**

1. The existing "by-right" land uses are noted in dark tones.
2. The existing "conditional" land uses are noted in lighter tones.
3. Land uses that currently exist in the Eastern Market Primary Study Area are denoted with an asterisk.
4. The proposed land uses are designated with a orange tone.
5. The proposed land uses that are suggested to be conditional are noted with designation "C".

*		
C		





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<b>RETAIL, SERVICE, AND COMMERCIAL USES</b>											
Amusement park											
Animal-grooming shop								<b>1. Inclusive commercial/retail approach</b>			
Arcade											
Art gallery											
Assembly hall											
Bake shop, retail				*							
Bank			*					<b>2. No Drive-Thrus (except on Mack)</b>			
Bank without drive-up or drive-through facilities											
Barber or beauty shop			*								
Bed and breakfast inn											
Brewpub or microbrewery											
Business college or commercial trade school											
Cabaret											
Customer service center											
Dance hall											
Dry cleaning, laundry, or laundromat											
Employee recruitment center			*								
Establishment for the sale of beer or intoxicating liquor for consumption on the premises					*						
Financial services center											
Firearms dealership								<b>3. Exclude fire arms sales, target practice</b>			
Firearms target practice range, indoor											
Fireworks, sales											
Greenhouse or nursery with stock for retail sales					*			c	c	c	c





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<b>RETAIL, SERVICE, AND COMMERCIAL USES</b>											
Pool or billiard hall											
Printing or engraving shops, < 6,000 SF											
Private club, lodge, or similar use											
Produce or food markets, wholesale				*	*	*					
Radio or television station											
Radio, television, or household appliance repair shop											
Recording, photo, or video studio, no assembly hall											
Recreation, indoor commercial and health club											
Rental Hall											
Restaurant, carry-out or fast-food			*	*							
Restaurant, standard				*	*						
Retail sales and personal service in business and professional offices											
School or studio of dance, gymnastics, music, or art				*							
Secondhand stores and secondhand jewelry stores			*								
Shoe repair shop											
Specially designated distributor's (SDD) or specially designated merchant's (SDM) establishment									C	C	C
Storage or killing of poultry or small game for direct, retail sale on the premises or for wholesale trade				*	*						
Stores of a generally recognized retail nature whose primary business is the sale of new merchandise with or without drive-up or drive-through facilities		*	*								
Tattoo and/or piercing parlor											
Taxicab dispatch and/or storage facility											
Theater and concert café, excluding drive in theaters											
Trailer coaches or boat sale or rental, open air display							<b>1. Exclude RV, tractor sales &amp; storage</b>				
Trailers, utility, or cement mixers, pneumatic-tired, sales, rental or service, moving truck/trailer rental lots											
Veterinary clinic for small animals											



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<b>MANUFACTURING USES</b>											
Greenhouse or nursery, wholesale sales only, including landscape contractors									C		C
Hazardous waste facility											
Ice manufacture											
Incinerator plant											
Intermodal freight terminal											
Jewelry manufacture									C	C	C
Junkyard											
Laundry, industrial											
Lithographing and sign shops									C	C	C
Lumber yard											
Machine shop									C	C	C
Newspaper, daily, publishing or printing											
Outdoor storage yards											
Police department authorized abandoned vehicle yards											
Radioactive waste handling											
Railroad transfer or storage tracks										C	C
Recycling center											
Rendering plant											
Research or testing laboratory								C	C	C	C
Salt works											

**1. Exclude yards – lumber, freight etc**



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<b>MANUFACTURING USES</b>											
Scrap tire storage, processing, or recycling facility											
Sewage disposal plant											
Steel warehousing											
Tank storage of bulk oil or gasoline											
Tires, used, sales and/or service											
Toiletries or cosmetic manufacturing											
Tool sharpening or grinding									C	C	C
Tool, die, and gauge manufacturing, small items									C	C	C
Towing service storage yards											
Trade services, general					*						
Transfer station for garbage, refuse, or rubbish							<b>1. Sewage disposal, tank storage</b>				
Truck stop											
Trucking terminals, transfer buildings, truck garages, recreational vehicle storage lots, and open areas for the parking of operable commercial vehicles, other than limousines and taxicabs, semi-trailers, and/or busses				*	*				C		C
Used auto parts sales											
Vending machine commissary								C	C	C	C
Waste/scrap materials: indoor storage, handling, transfer											
Wearing apparel manufacturing									C	C	C
Welding shops									C	C	C
Wholesaling, warehousing, storage buildings, or public storage houses				*	*						

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<b>OTHER USES</b>											
Adult use/sexually oriented business											
Aircraft landing areas for winged aircraft											
Boat or ship yard: construction, repair, maintenance, dry dock											
Docks, waterway shipping/freighters											
Ferry terminals											
Marinas											
Heliports											
Passenger transportation terminal									C	C	C
Telecommunications building, private									C		C

## Public Market Core

Historic and Cultural resource at the heart of the district. Primarily where farmers and other vendors sell produce directly to consumers.

### Development Strategy:

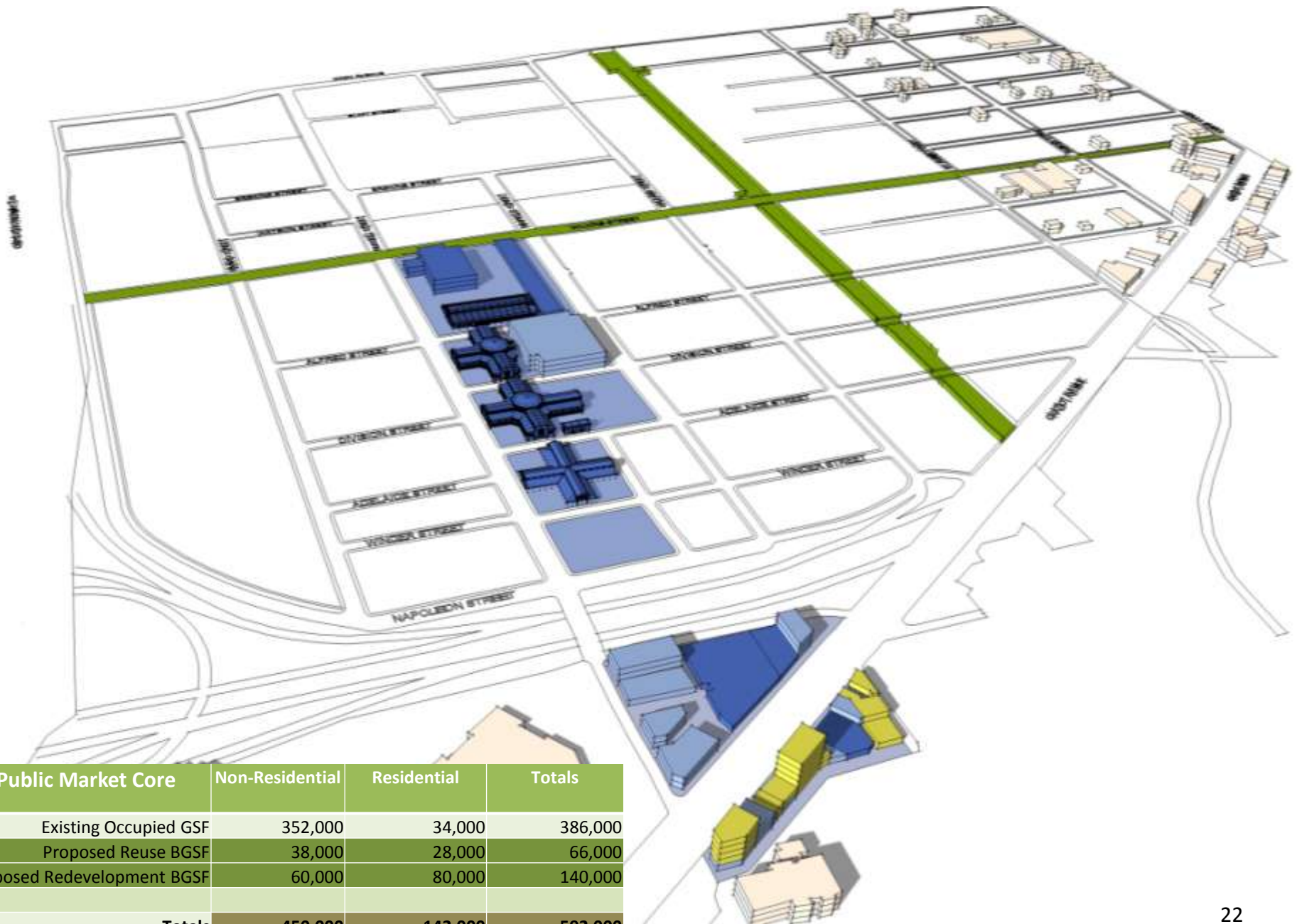
- Expand to the south to increase presence on Gratiot
- Strengthen pedestrian links (north and south)

### Residential Strategy

- Deliberate placement of multi-family residential in the market core to support live/work opportunities.
- Explore locations on upper levels and related to parking.







## Food Centric Market Neighborhood

Focus on retail marketing of food but encourages an integrated mix of food system functions including processing, packaging, warehousing (cold storage), and consumption.

Area Characteristics: Historic processing buildings, small street blocks, in close proximity to the market sheds.

### Development Strategy

- Optimize existing building stock
- Infill gaps
- Wilkins pedestrian oriented with ground floor active retail (w/ Residential above)

### Residential Strategy

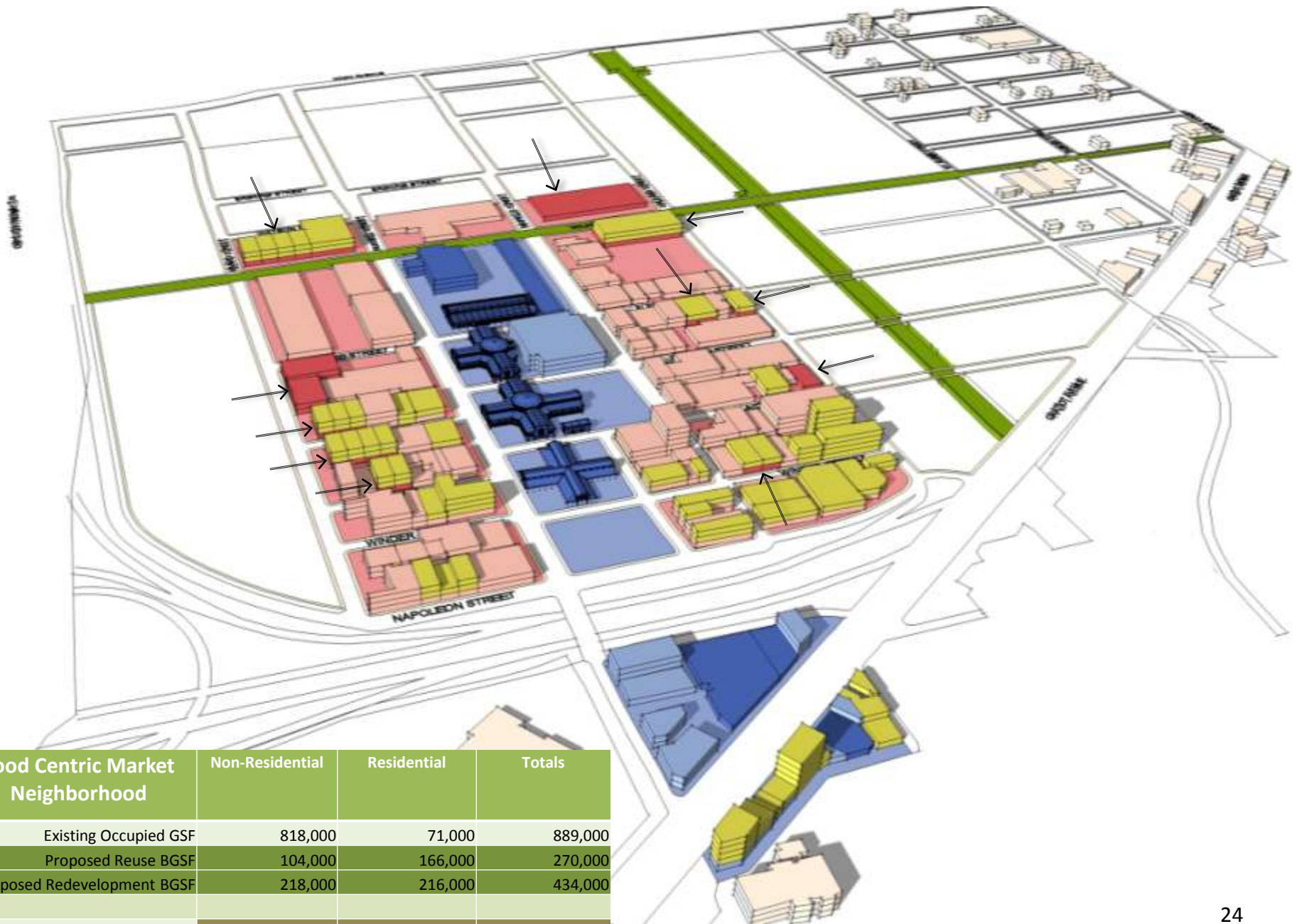
- Repurpose the upper levels for residential “loft” conversions

### Parking Strategy

- Provide parking for market customers and secondary parking areas for residential and employees
- Increased residential will drive need for more/specific parking.







Food Centric Market Neighborhood	Non-Residential	Residential	Totals
Existing Occupied GSF	818,000	71,000	889,000
Proposed Reuse BGFSF	104,000	166,000	270,000
Proposed Redevelopment BGFSF	218,000	216,000	434,000
<b>Totals</b>	<b>1,140,000</b>	<b>453,000</b>	<b>1,593,000</b>



## Mack Ave. Oriented Businesses

Continue to focus vehicular-oriented retail along Gratiot .

## Development Strategy

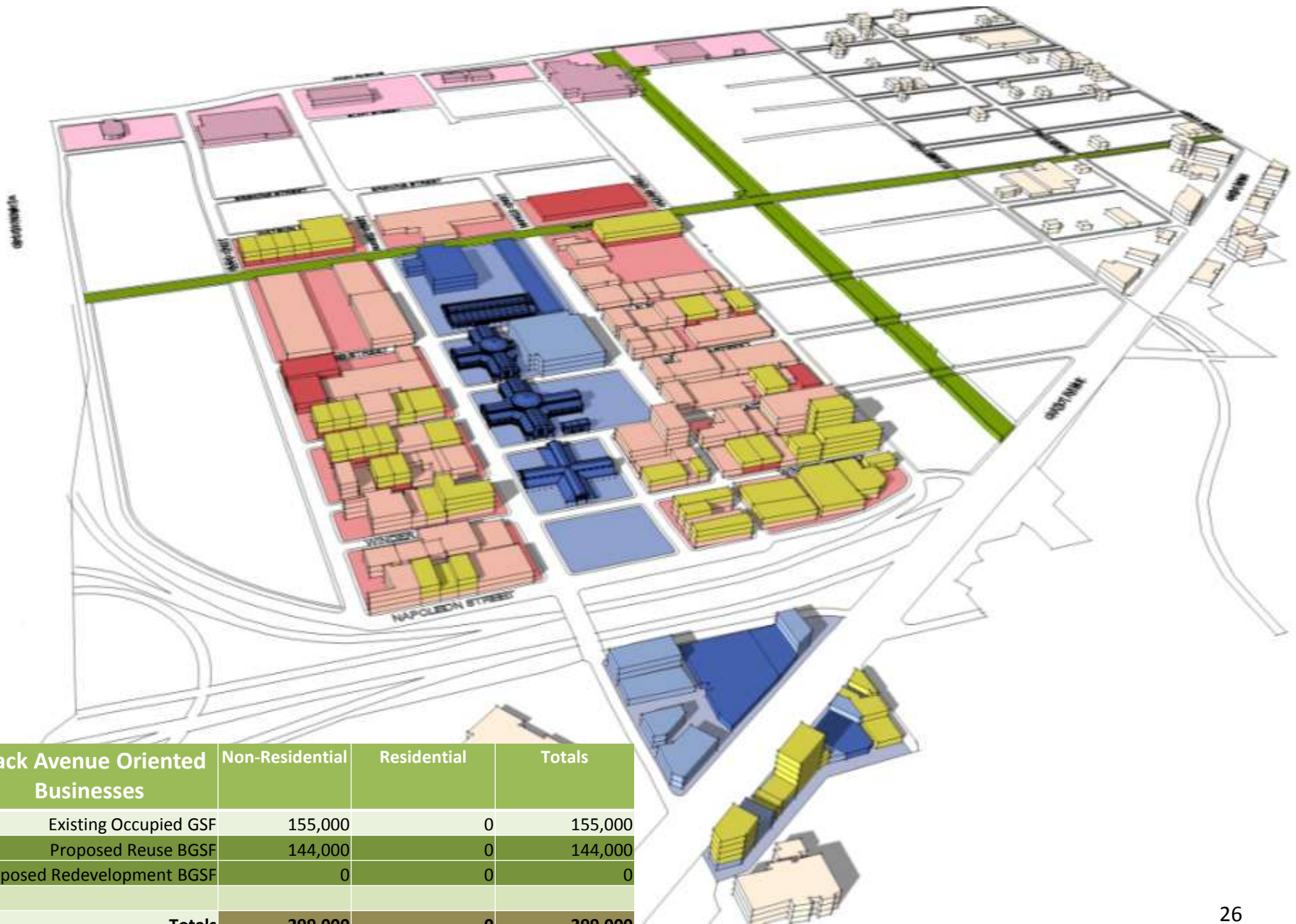
Focus on improving aesthetic appearance of parking lots – screening. Infill where possible.

No residential

### Parking Strategy

- Share parking when possible
- Reconfigure to gain efficiency
- Screen from ROW





Mack Avenue Oriented Businesses	Non-Residential	Residential	Totals
Existing Occupied GSF	155,000	0	155,000
Proposed Reuse BGSF	144,000	0	144,000
Proposed Redevelopment BGSF	0	0	0
<b>Totals</b>	<b>299,000</b>	<b>0</b>	<b>299,000</b>



## Mixed Use at the Cut

This is the food consumption part of the food system.

### Development Strategy

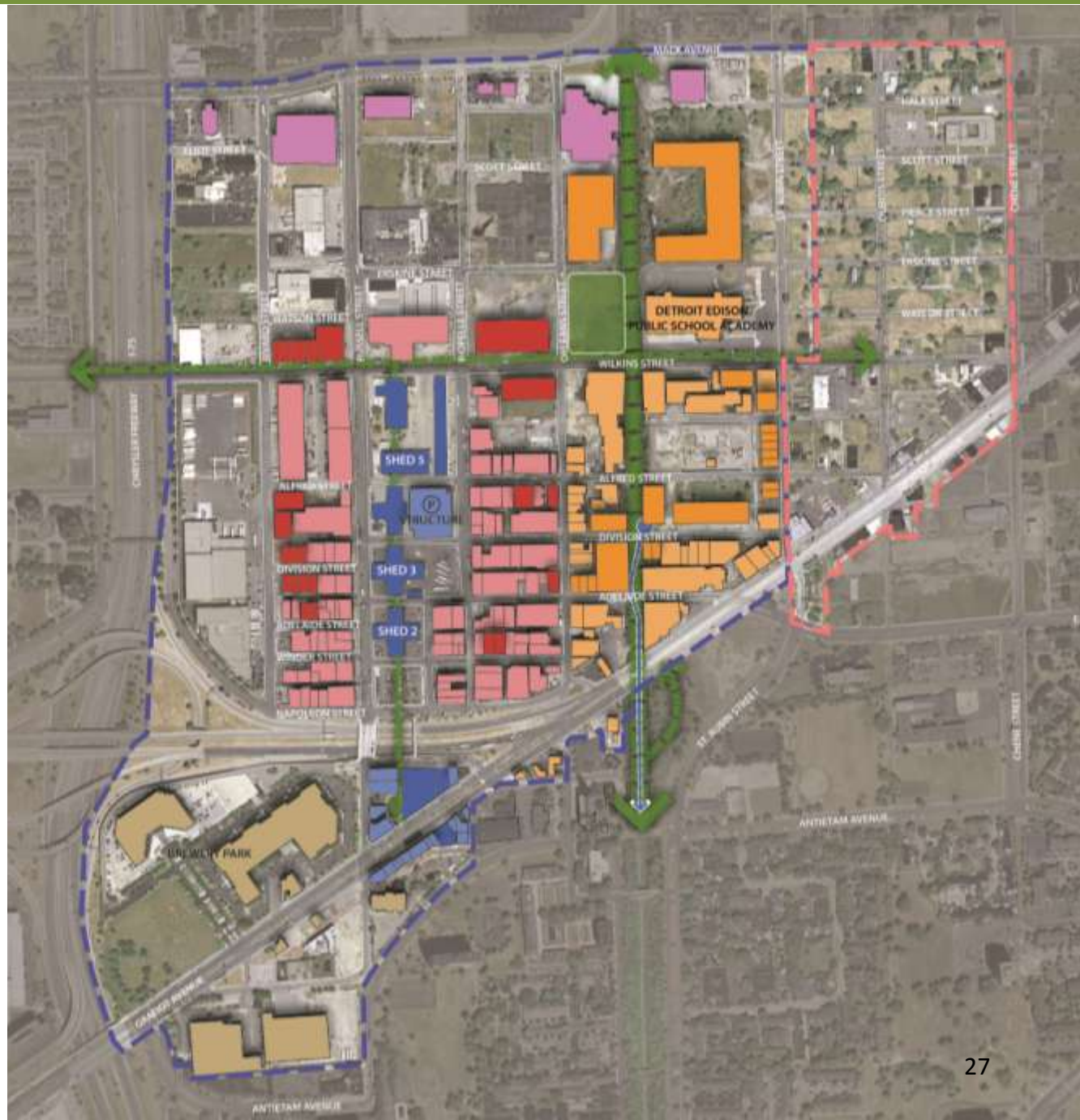
- Redevelopment along the cut will shift from past industrial uses to a mixed-use focused neighborhood.
- Again a mix of other food related businesses will be encouraged
- Office uses acceptable
- Heavy processing and warehousing should be discouraged.

### Residential Strategy

- Optimize the reuse of existing building stock on the upper levels for residential “loft” conversions.
- Redevelopment vacant parcels along the cut for medium to high density residential housing (4-6 stories) Can be stand alone

### Parking Strategy

- Residential and mixed-use will drive need for structured parking
- Integrate parking into new development







## Warehouse District

Intended to encourage entrepreneurial business development (incubator) of food processing.

### Development Strategy

- Uses need to support the public market mission
- Highest level of developable land (provides greatest opportunity for a shift in land use/character)
- Limit size
- Encourage a mixture of related uses including niche guildsmen.
- Replace parts of the street grid

### Residential Strategy:

- Cluster residential together when possible – around Russell
- Opportunity for variety of medium to high density multi-family (4-6 story) - could be stand alone from processing
- Could have active ground floor uses (or not)

### Parking Strategy

- New residential needs to park itself – structured parking
- Explore deck location at behind Wilkins to serve Wilkins businesses and new residential.





Proposed Redevelopment BGSF	367,000	88,000	455,000
<b>Totals</b>	<b>1,012,006</b>	<b>197,000</b>	<b>1,209,006</b>



# Market-Oriented Development

## Non-Residential

District Totals	Existing Occupied GSF	Proposed Reuse GSF	Proposed Redevelopment GSF
Public Market Core	352,000	38,000	60,000
Food Centric Market Neighborhood	818,000	104,000	218,000
Mack Avenue Oriented Businesses	155,000	144,000	
Mixed-Use at the Cut	510,000	127,000	289,000
Warehouse District	538,000	107,000	367,000
<b>Totals</b>	<b>2,373,000</b>	<b>520,000</b>	<b>934,000</b>

## Residential

Existing Occupied GSF	Proposed Reuse GSF	Proposed Redevelopment GSF
34,000	28,000	80,000
71,000	166,000	216,000
65,000	98,000	608,000
109,000		88,000
<b>279,000</b>	<b>292,000</b>	<b>992,000</b>

**Eastern Market District Total = 5,390,000**

# Zoning Strategy

## *Market-Oriented District*

Special District vs. B-6 text amendments?

## Next Steps

### EMC/JJR

EMC to draft and submit a brief memorandum of understanding for the M.O.D. plan to initiate formal re-zoning process

- What product(s) need to be provided?

### City of Detroit

Draft zoning language (for City/EMC review)

Draft Urban Renewal District text amendments (for City/EMC review)

Schedule